

You cannot drive rivets with a tack hammer, nor can you tell the complete story of your institution and the service it renders, in a brief letter or an interview

You must use the press to tell your story in an attractive and attention-compelling manner - you must resort to concentrated ad-

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Better Advertising

Frank Kiernan & Co.

135 Broadway New York Phone REC tor 1252







"Were they used merely to satisfy the curiosity of members?"
"I don't know."

Luhrs denied that any information about a rise or decrease in price of products was disseminated from his office, whereupon Mr. Untermyer produced a bulletin signed by Ainsworth, of the Brass and Copper Exchange, sent to all the members, which set forth that a telegram had just been received from the Rome Brass and Copper Company that the firm had reduced the price of coper one cent a pound.

Luhrs added that many members do not report and that as a matter of fact the reports and dissemination of information by Ainsworth's office were "purely voluntary" acts and not "duties."

To which Mr. Intermyer realied:

To which Mr. Untermyer replied: "Can you imagine why a member would go on paying or belong to the organization if he did not expect to receive or submit reports?"

Information Refused Outsider

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Mr. Untermyer here read into the record a letter from the Chapman Valve Company, not members of the exchange, requesting of Ainsworth information on prices being asked by a member of the exchange. Ainsworth's reply read in part as follows:

"I am very glad to know that you are interested in the Plumbing Fittings and Valve Exchange, and it seems to me you can demonstrate your interest better by joining. When you become a member of the exchange you will have continuously before you the prices which all manufacturers make on their fittings and valves at all times. The whole exchange proposition is based upon the principle that information is supplied only to those who supply like information."

The examination of these organizations will he continued in City Wall

The examination of these organiza-ions will be continued in City Hall his morning. Mr. Untermyer is as-isted in the probe by George Bren-an, former Assemblyman in Brook-wn: Leonard Wallstein and Nathaniel ioldstein.

Women Tellers Favored To Aid Bank Business

Draw Depositors, Says Speaker at Convention; Advocates Pay

at Convention; Advocates Pay
That Exceeds Motorman's
PHILADELPHIA, April 27.—It pays
to have women in tellers' cages in saving banks because men will leave a
short line in front of a, male tellers'
window to stand in a long line to wait
to be served by a woman teller, Raymond R. Frazier, president of the
Washington Mutual Saving Bank, of
Seattle, Wash., declared to-day in an
address before the Second National Conference of Mutual Savings Banks.

"The day of low wages for bank
employees is gone," said Mr. Frazier.
"The paying teller must now get as
much as, and a little more than, a
motorman."

Victor A. Lersner, of Brooklyn, N.

motorman."

Victor A. Lersner, of Brooklyn, N. Y., told the delegates that less promptitude and efficiency and more courtesy would pay the banks of the present day, "which are wofully lacking in this quality." This, he declared, is why women "hate banks and banking." He suggested a "primer" in the back of every bankbook, telling the "whys, wherefores, and hows" of banking, so that the customer could understand.

Cardinal Dougherty opened the conference with prayer.

Connecticut Senate Puts Brakes on Daylight Fuss

Refuses to Hunt Miscreant Guilty of Ringing Capitol

Guilty of Ringing Capitol
Bells on New Time

Succial Dispatch to The Tribune
HARTFORD, Conn., April 27.—The
state Senate rejected to-day, unanimously and without comment, a joint
resolution which originated in the
House yesterday authorizing the appointment of a committee to discover
the miscreant upon whose order Capitol bells were sounded according to
daylight-saving time, and what state
departments, were ignoring the law by
opening and closing an hour earlier
than usual.

Two state Senators, who are strongly opposed to daylight-saving, admitted after the resolution had been rejected that they had been thinking of something else and hadn't noticed what

thing else and hadn't noticed what they were voting against.

Street clocks in Waterbury, New Haven, New London, Stamford and other cities have been set ahead, despite the prohibition of the Legislature, and Yale University, whose charter was granted by the Legislature, also has adopted daylight-saving time. Representative John T. Dunn jr, leader of the daylight-savers in the Legislature, asid to-day that he was sure that the resolution of Representative Adriance R. Wadsworth for the suspension of this city's charter because of its addiction to daylight-saving time would be defeated when it came to a vote.

Pope Names Two U. S. Bishops ROME, April 27 (By The Associated Press).—Pope Benedict has appointed Hugh C. Boyle, rector of the Church of St. Mary Magdalen, of Homestead, Pa., as Bishop of Pittsburgh. The Pontiff also appointed Monsignor Emanuel Ledvina of Chicago to be bishop of Corpus Christi, Terus.

A Man's Food Should Also Be His Medicine

Natural, unrobbed foods like whole wheat possess a natural health-giving value, which is destroyed in producing "refined" foods like white flour.

Bread, muffins, etc., made with Wheatsworth Whole Wheat Flour, not only build bone and muscle, but have natural laxative properties which insure health and help to ward off illness.

Recipes for Bread, Muffins, etc., in every Bag. Ground Fresh Daily-At Your Grocer's

HOLE WHEAT FLOUR

F. H. BENNETT BISCUIT CO., N. Y. Makers of Wheatsworth Whole Wheat Crackers

Franklin Simon & Co.

A Store of Individual Shops FIFTH AVE.—37th and 38th Sts.



The New Shop for Girls Shows Its Colors with .

TINTED ORGANDIE FROCKS . . .

For Girls (12 to 16 yrs.)

ROCKS deli-I cately colorful as the rainbow after an April shower, fresh as the first flowers to blossom in May sunshine—values as welcome to mothers as bright weather to youth.



Maize, Pink, Blue or White With Picoted Ruchings.

NEW GIRLS' DRESS SHOP __ Second Floor

Rings Said to Fix Prices

General was well with a state of the state o

know your car by seeing its mechanism

Constant Clearance Pistons Vacuum Storm Proof Windshield Noise Proof Shackles Cylinder Block Safety and many other features

An astounding motion picture clearly and thoroughly reveals and explains the above Cole features—and many other interesting advantages which are found only in a Cole Aero-EIGHT.

This picturization of the interior workings of a motor car is entertaining in the extreme and is of vital interest and importance to all car owners, irrespective of the cars they drive.

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